

SABRINA FADDA

Barcelona, Spain | s.fadda@workless.studio | linkedin.com/in/sabrina-fadda

SUMMARY

Fractional COO with 10+ years of experience in operations, finance, and cross-functional leadership across high-growth tech companies (Alibaba, ProntoPro, ShopFully) and Big Four consulting (Deloitte, EY). Specialized in diagnosing why companies grow revenue but not margin — finding where value leaks in misaligned incentives, broken handoffs between departments, and costs nobody attributes. Track record of delivering measurable results: 60% reduction in operational overtime, 25% cost reduction, 15% accounting overhead savings, and successful M&A integration.

EXPERIENCE

Co-Founder & COO

Nuvis Planner | Sep 2025 – Present | Barcelona, Spain

- Built SaaS platform from zero: backend infrastructure, database design (SQL), frontend UX
- Deployed AI agents for customer support achieving 80% automation of inquiries
- Integrated analytics stack driving product decisions with data, managed end-to-end product roadmap and go-to-market

Founder | Fractional COO Practice

WorkLess Studio | Aug 2025 – Present | Barcelona, Spain

- Fractional COO for post-seed B2B startups (€3-15M revenue) where growth is real but margins aren't following
- Operational audits identifying margin leakage in cross-departmental handoffs
- Incentive alignment between sales, finance, and operations; process automation after diagnosis

Seller Operations Manager

Alibaba Group | Mar 2023 – Jul 2025 | Barcelona, Spain

- Owned seller operations for Southern Europe market, full lifecycle from acquisition to retention
- Led cross-functional alignment across sales channels (cold calling, KAM, BD) improving lead quality and conversion
- Built reporting frameworks connecting lead generation costs to actual account performance
- Designed seller onboarding workflows reducing time-to-first-sale; managed budget allocation based on performance data

Project Manager & Business Controller

ShopFully | Mar 2020 – Jan 2023 | Milan, Italy & Barcelona, Spain

- Led finance integration during international M&A (Tiendeo acquisition, Spain)
- Cross-functional coordination between sales, finance, and operations
- Owned order-to-cash process optimization — reduced reporting cycle by 5 days
- Drove Finance automation project achieving 15% reduction in accounting overhead
- Produced consolidated budgets for senior management and investors

Finance Project Manager

ProntoPro | Nov 2018 – Mar 2020 | Milan, Italy

- Full P&L ownership; internalized all finance processes, implemented structured budgeting
- Led automation of account receivables achieving 60% reduction in overtime
- Coordinated electronic invoicing adoption (Italian compliance)
- Built investor reporting system with BI team

Operations Manager

ProntoPro | Feb 2017 – Oct 2018 | Milan, Italy

- Built and scaled customer support team from 1 to 17 people

- Developed performance reporting improving customer satisfaction 10%
- Identified bottlenecks and worked with engineering to automate — 25% operational cost reduction
- Restructured underperforming team based on data (managed 20+ direct reports)

Junior Consultant, Tax ACR

EY | Mar 2016 – Feb 2017 | Milan, Italy

- Cross-border outsourcing project relocating accounting operations from Italy abroad
- Evaluated account receivables processes and identified improvement opportunities
- Built Excel optimization model cutting proposal time by 50%

Operations Analyst, Finance Process Solution

Deloitte | Dec 2014 – Feb 2016 | Milan, Italy

- Finance and accounting process optimization consulting for enterprise clients
- Mapped end-to-end financial processes; performed budget vs actual variance analysis
- Maintained project schedules and documentation; flagged issues before escalation

EDUCATION

Master in Amministrazione, Finanza e Controllo

24ORE Business School | 2020 – 2021

Master's Degree in Global Entrepreneurship and Management

Università degli Studi dell'Insubria | 2012 – 2015 | Grade: 110/110

SKILLS & COMPETENCIES

Operations & Leadership: Fractional COO, Operations Management, P&L Management, Cross-functional Leadership, Team Leadership (20+ direct reports), Change Management, Performance Management, Scaling Teams

Finance & Process: Financial Planning & Analysis (FP&A), Budget Management, Order-to-Cash, M&A Integration, Process Optimization, Process Automation, Operational Diagnostics, KPI Development

Technical: SaaS Operations, CRM Implementation (Dynamics), Business Intelligence, SQL, n8n, Python, AI Implementation

Languages: Italian (Native), English (Professional), Spanish (Professional), French (Basic)